



## **City of Chula Vista City Program Services Request for Proposal**

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The following Request for Proposal (RFP) pertains to the provision of City of Chula Vista (City) Program Services during days and times when the City Recreation Department (Department) is not offering classes and programs. The Department is seeking to contract with individuals and businesses (both for-profit and not-for-profit) (Contractor(s)) via license agreement (Agreement) to provide varied classes, programs, and/or services (Non-City Program(s)) at City recreation centers (Facilities). The City's goal is to provide more opportunities for the public (Public) to access Facilities through the provision of Non-City Program(s) that must be self-sustaining, and cover City costs. The selected Contractor(s) shall manage their Non-City Program(s) with this goal in mind. The City and Contractor(s) will negotiate a fee (Fee), via an Agreement, that the City will collect.

### ***General Information***

1. The Department will start reviewing and evaluating Proposals (Proposal(s)) that are submitted by interested parties (Responders) by 4:00 PM on Tuesday, July 31, 21012. However, the Department will continue to accept and evaluate Proposals submitted by Responders for six months after this date, until Thursday, January 31, 2013.
2. The Department is located at 276 Fourth Avenue, Chula Vista, CA 91910, Proposals must be electronically sent to email address Bcox@chulavistaca.gov.
3. Any questions regarding the RFP specifications and process should be directed to Principal Recreation Manager Brian Cox and submitted to the email address above prior to 4:00 PM, Thursday, July 19, 2012. An addendum to the RFP to include answers to all questions submitted will be published on the Department website by 4:00 PM, Monday, July 23, 2012.
4. One electronic copy of the Proposal, no more than 25 pages (single-spaced) in length excluding exhibits and appendices, is required for submittal to the email address listed above.
5. In order for Responders to view rooms within the Facilities, walkthroughs of the 7 recreation centers can be made on Monday, June 25, 2012 or Monday, July 16, 2012 between 2-5pm; walkthroughs of Parkway Pool can be made on Tuesday, June 26, 2012, or Tuesday, July 10, 2012 between 12-2pm.; and walkthroughs of Loma Verde Pool can be

made on Wednesday, June 27, 2012 or Wednesday, July 11, 2012  
between 12-2pm.

### ***Specifications***

1. Responders are encouraged, but not limited, to provide Non-City Program(s) in the area of recreation, wellness and exercise, art instruction, education, personal development, cultural and performing arts and other related areas that are acceptable as Public offerings.
2. Proposals must not rely on the Department to provide financial support. The Department will provide a location and time slot for Non-City Program(s), restroom facilities and electrical power. The Fee which shall be negotiated with Contractor(s), will cover City costs, which may include, but not be limited to, staff to open/close the Facilities and be on site, Program information listed on the Department website and quarterly online list of Department programs and classes, Public registration for Non-City Program(s) via the Department's registration program, Custodial services to clean up after Non-City Program(s), building maintenance and use, liability insurance, and management of the Agreement(s).
3. The Department will approve any rate schedule to be charged for Contractor Non-City Program(s).
4. The Department makes no warranty, guarantee, or representation as to the success of any Non-City Program(s) operated as a result of any Agreement entered into with a Contractor made pursuant to this RFP.
5. The City will not accept any Proposal or a part of any Proposal if it is contrary to laws, statutes, ordinances, policies or procedures of the City, or is not in the best interest of the Department as determined at the City's sole discretion.
6. Proposed Non-City Program(s) shall strive to not compete with existing programs or classes offered by the Department. Instead, the Contractor shall work to develop ways to help supplement existing programs and look for ways to help market programs and classes collectively to the public as well as look for ways to assist coordination of Facilities and registration.
7. Depending on the scope of Non-City Program(s) proposed, Department may provide Contractor with office space (Space) within the facility where the Non-City Program(s) are being provided. This Space would be provided for the purposes of facilitating the Contractor's scheduling and programming. In exchange for Contractor's use of Space (if applicable), Contractor may be asked to provide Facility supervision and/or basic janitorial services.

8. Contractor(s) will be provided with first right of refusal for use of any additional Facility time that may become available outside of the parameters of the Agreement resulting from the RFP process.
9. Responder may submit Proposals for any or all of the Facilities, at any or all of the selected days and times available for each Facility, per the attached facility availability matrices of Facility days and times.
10. Contractor'(s') employees who will be working at the Facilities will be required to undergo background checks and fingerprinting, prior to the start of Non-City Program(s).
11. Contractor(s) shall indemnify and hold harmless City from and against all claims, suits, damages, costs, losses and expenses in any manner resulting from, arising out of, or connected with Contractor(s) provision of Non-City Program(s) under the Agreement, and a clause to such effect shall be included in the terms and conditions of any Agreement.

### ***Statement of Qualifications***

All Proposals shall include the following information at a minimum:

1. A profile outlining Responder's history, experience, size, and affiliations.
2. References from a minimum of three recent customers/clients, preferably with similar needs as the Department, including their contact information.
3. The names and qualifications of key personnel to be assigned to this Non-City Program(s) and organizational staff structure.
4. Description of Responder's current programs, services and classes.
5. Description of Responder's infrastructure, such as recreational equipment, props and sound equipment that will be used for Non-City Program(s).

### ***Evaluation Criteria***

The City reserves the right to cancel this RFP for any reason without any liability or to waive irregularities at its discretion. This solicitation does not constitute a contract offer of employment, or offer of purchase. The City makes no representation that any Agreement will be made with any Responder to this solicitation. The City also reserves the right to reject any and all Proposals at its sole discretion. The Agreement, if made, will be entered into with the Responder(s) whose Proposal(s) is/are considered the best value to the City and the Public. Best value will be determined based on the following:

1. The variety of Non-City Program(s) currently, as well as proposed to be, offered.
2. Organizational experience in developing Non-City Program(s).
3. Ability to create self-sustaining Non-City Program(s) for the City.
4. Ability to expand access to registration and payments, such as online services.
5. Ability to collaborate with other organizations within the City already providing recreation programs or classes.
6. Ability to generate interest and numbers of participants in Non-City Program(s).

To receive consideration, Proposals must clearly and specifically address how the requirements for each item will be met.

Selections will be made starting Friday, August 17, 2012 or as soon after as feasible, by a City review panel (Panel). The Panel may deem it necessary to schedule presentations and/or interview selected Responders. The City retains the right to interview Responders as part of the RFP process.

### ***Proposal Submittals***

Please include the following with your Proposal in this order:

1. Statement of Qualifications (as outlined above)
2. Proposed Non-City Program(s) including a list of classes, proposed fees and desired scheduling times per the available days, times and locations indicated in the enclosed facility availability matrices for Facilities.
3. Description of Responder's proposed outreach and marketing for Non-City Program(s).

### ***Terms and Conditions***

Proposals are subject to the following terms and conditions:

**Agreement Term.** The term of the Agreement resulting from this RFP will be for one year, with two, one-year extensions at the City's option. The Agreement is anticipated to start in January 2013.

**Agreement Schedule.** Upon receipt of Proposals, and suitable review, the City expects to select Contractor(s) within 30 days. Once selected, the Contractor and City will negotiate the Fee, complete an Agreement, and agree upon start date. The Agreement may need City Manager or City Council approval.

**Agreement Form.** The Agreement will incorporate the appropriate terms and conditions from this RFP.

**References.** Proposal must include a minimum of three references including contact information.

**Submittal Instructions:** Before submitting a Proposal, Responders shall fully inform themselves as to all conditions and limitations. Proposals must be submitted electronically to Principal Recreation Manager Brian Cox at Bcox@chulavistaca.gov, clearly titled ***“City of Chula Program Services RFP”***, and in accord with guidelines listed previously under “General Information”.

No responsibility will attach to a City employee for the premature opening of a Proposal not properly addressed and identified. Proposals will not be publicly opened and read. Proposals will be privately reviewed and evaluated by the Panel.

**Proposal Due Date:** Proposals must be received at the above email address no later than 4:00 PM, Tuesday, July 31, 2012. However, the Department will continue to take and evaluate Proposals submitted by Responders for six months after this date, until Thursday, January 31, 2013. A Proposal may be withdrawn by written request.

**Proposal Validity:** Proposals must be valid for a period of not less than ninety days after the RFP closing date.

**Questions:**

Send via email to the above address by 4:00 PM, Thursday, July 19, 2012. Additional information on the City’s current Recreation Program, is available at: [http://www.chulavistaca.gov/City\\_Services/Community\\_Services/Recreation/Default.asp](http://www.chulavistaca.gov/City_Services/Community_Services/Recreation/Default.asp)

**City of Chula Vista**

**REQUEST FOR PROPOSAL FORM** (This form should be included with your Proposal)

The undersigned has carefully checked all figures in his/her proposal and understands the City of Chula Vista will not be responsible for any errors or omissions in preparing this proposal. The proposal shall remain valid for any and all services provided for a period of ninety days.

RFP NAME: \_\_\_\_\_

FIRM NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS OF FIRM: \_\_\_\_\_

\_\_\_\_\_

TELEPHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

FAX: \_\_\_\_\_

FEDERAL ID NUMBER: \_\_\_\_\_

LICENSE NUMBER: \_\_\_\_\_

AUTHORIZED SIGNATURE: \_\_\_\_\_

TITLE: \_\_\_\_\_

**RESPONDER ACKNOWLEDGEMENT:**

The undersigned certifies acknowledgement and understanding of the RFP

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The following/attached pages include Excel spreadsheets indicating available days, times and programming areas at the various City Facilities that are included within the scope of this RFP and any resulting Agreement.

**Available City Facilities include:**

- |    |                    |                             |
|----|--------------------|-----------------------------|
| 1. | Heritage Center    | 1381 East Palomar St. 91913 |
| 2. | Loma Verde Center  | 1420 Loma Lane 91911        |
| 3. | Monteville Center  | 840 Duncan Ranch Rd 91914   |
| 4. | Norman Park Center | 270 "F" St. 91910           |
| 5. | Otay Center        | 3554 Main St. 91911         |
| 6. | Parkway Pool       | 385 Parkway 91910           |
| 7. | Loma Verde Pool    | 1420 Loma Lane 91911        |
| 8. | Salt Creek Center  | 2710 Otay Lakes Rd. 91915   |
| 9. | Veterans Center    | 785 East Palomar St. 91911  |

***Please see following spreadsheets for further detail.....***